

What is claimed:

1. An enhanced publish/subscribe messaging system comprising: a message server; a computer connected to the message server by a network and having a memory containing a subscription program, a publication program, and a message delivery program; a topic in memory of the message server wherein a plurality of subscribers use the subscription program to select a plurality of subscriptions associated with the topic; wherein, responsive to a publisher publishing a message to the topic, the publishing program sends a copy of the message to each subscription, and the message delivery program sends a single message to each subscriber within a subscription.
2. The enhanced publish/subscribe messaging system of claim 1, wherein the message server is Java.TM message service (JMS) compliant.
3. The enhanced publish/subscribe messaging system of claim 1, wherein the message server is a Java.TM virtual machine.
4. The enhanced publish/subscribe messaging system of claim 1 wherein the message delivery program further comprises a subscription dispatcher.
5. The enhanced publish/subscribe messaging system of claim 4 wherein the subscription dispatcher further comprises instructions for choosing one subscriber out of

a plurality of subscribers sharing a subscription to receive a message wherein such instructions are arbitrary.

6. The enhanced publish/subscribe messaging system of claim 4 wherein the subscription dispatcher further comprises instructions for choosing one subscriber out of a plurality of subscribers sharing a subscription to receive a message wherein such instructions are configurable by a system administrator.

7. The enhanced publish/subscribe messaging system of claim 4 wherein the subscription dispatcher further comprises instructions for choosing one subscriber out of a plurality of subscribers sharing a subscription to receive a message wherein such instructions are generated in response to data received by monitoring subscriber activity within the messaging system.

8. The enhanced publish/subscribe message system of claim 1 wherein the message delivery program includes the capability to automatically and transparently redirect requests from a failed subscriber to another subscriber selected out of the subscribers sharing the subscription; and wherein the failed subscriber is a subscriber having a problem with or shut down of its database, server or network.

9. The enhanced publish/subscribe messaging system of claim 1 wherein the message delivery program further comprises a capability to automatically alter the rules

within the subscription dispatcher in response to data received by monitoring the message distribution system.

10. A message system servicing method comprising the steps of:

at a subscriber computer connected to a server computer by a network, subscribing to a topic wherein the subscription is shared with a plurality of other subscribers;

at the server computer, publishing a message to the topic;

receiving the subscription;

sending a message to the subscription; and

delivering the message to a subscriber chosen out of a plurality of subscribers by a message delivery program having a subscription dispatcher.

11. A computer program product, stored on a computer readable storage medium for, when run on a computer system, instructing the computer system to carry out the method of claim 10.

12. A machine readable storage medium having stored thereon a computer program for performing load balancing within message system servicing, said computer program comprising a routine set of instructions for causing the machine to perform the steps of:

receiving a subscription to a topic from a plurality of subscribers;

publishing a message to the topic;

sending the message to the subscription;

delivering the message to a subscriber chosen out of the plurality of subscribers by a message delivery program.

13. An enhanced publish/subscribe message system comprising:

a computer implemented network;

a publisher connected to the network;

a plurality of subscribers connected to the network;

a means for publishing a message to a topic;

a means for the plurality of subscribers to subscribe to the topic;

a means for sending a message to the subscription;

wherein the message is only received by a single selected subscriber within a subscription; and

wherein the decision as to which subscriber is the selected subscriber is made by a message delivery program having a subscription dispatcher.

14. The enhanced publish/subscribe message system of claim 10 wherein the subscription dispatcher is contained within the message delivery program.

15. The enhanced publish/subscribe message system of claim 10 wherein the subscription dispatcher is a separate program that is invoked by the message delivery program.

16. A message delivery system comprising:

a publish/subscribe message system comprising:

a network;

a plurality of publishers connected to the network;

a plurality of subscribers connected to the network;

a first program in the memory of a computer connected to the network wherein the first program provides a one-to-many notification system where a message published by a publisher is received by all of the plurality of subscribers, and wherein each of the plurality of subscribers specify which notifications are of interest by subscribing to a topic for that interest, and where the plurality of publishers notify an interested subscriber by publishing to the topic for that interest;

a second program that modifies the first program to include a subscription program so that each of the plurality of subscribers may select one or more of a plurality of subscriptions associated with the topic; and also to provide a message delivery program that sends a single message to each subscriber within a subscription.